

December 9, 2024

## **Yasuharu Sasaki Selected as Jury Chair for two Categories, Digital/Mobile, and Experience/Activation respectively at the Clio Awards**

Dentsu (Headquarters: Dentsu Group Inc.; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; hereinafter referred to as "dentsu") announced that Yasuharu Sasaki has been selected as the jury president for two categories, Digital/Mobile and Experience/Activation, at the Clio Awards (hereinafter "The Clios")\* to be held in Brazil in March 2025. The Clios are the first of the world's advertising awards to announce its winners each year, and they also act as a touchstone for the award-winning works of that year.



The 66<sup>th</sup> Clio Awards will be held next year, and the award-winning works will be decided following a rigorous judging process. The judges will be tasked with evaluating the high level of creativity in the works, as well as the execution of the works and their impact on society. The head judge has been selected from leaders in their respective industries who have been carefully chosen to bring together diverse cultures, identities, perspectives and experiences, to lead the deliberations during the judging process.

The Digital/Mobile category, which Sasaki will chair, evaluates works that use technology to bring users together, while the Experience/Activation category evaluates works that bring brands and customers together through real and virtual events.

The winners of the 66<sup>th</sup> Clio Awards are scheduled to be awarded in New York on May 13, 2025.

\*The Clios were founded in 1959 to celebrate creative excellence in advertising around the world. It is world-renowned alongside Cannes Lions and The One Show, with the awards ceremony held in New York every year.

URL: <https://clios.com/>

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